

Change Claims to:

1. (amended) A computer-implemented enterprise modeling method, comprising:
Transforming data from a variety of systems into a probabilistic model that identifies
the impact of elements of value on the short term financial performance of an
enterprise.
2. (amended) The enterprise modeling method of claim 1 wherein the elements of value
are selected from the group consisting of relationships, customers, employees, brands,
intellectual property, partners, production equipment and vendors.
3. (amended) The enterprise modeling method of claim 1 wherein the elements of value
contain items that are optionally clustered into sub-elements of value for more detailed
analysis.
4. (amended) The enterprise modeling method of claim 1 wherein data is obtained from
the group consisting of advanced financial systems, basic financial systems, operation
management systems, sales management systems, human resource systems, accounts
receivable systems, accounts payable systems, capital asset systems, inventory
systems, invoicing systems, payroll systems and purchasing systems.
5. (amended) The enterprise modeling method of claim 1 wherein at least a portion of
the data is obtained from the Internet.
6. (amended) The enterprise modeling method of claim 1 wherein the impact on short
term financial performance includes impact on the group consisting of revenue, expense
or change in capital.
7. (amended) The enterprise modeling method of claim 1 wherein an enterprise is
defined by the revenue, expense and capital change associated with a single product, a
group of products, a division or an entire company.
8. (amended) The enterprise modeling method of claim 1 wherein the method for
determining the impact of the elements of value on the enterprise is determined in part
by the level of interaction between elements of value.

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9. (amended) The enterprise modeling method of claim 1 wherein the identified impact for each element of value is for a specified point in time within a sequential series of points in time.

10. (amended) The enterprise modeling method of claim 1 wherein the impact of each element of value on the enterprise is determined by its net impact on the components of value and the other elements of value for the enterprise.

11. (amended) The enterprise modeling method of claim 1 wherein the probabilistic model is a Markov model.

12. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform an enterprise modeling method, comprising:

transforming data from a variety of systems into a probabilistic model that identifies the impact of intangible elements of value on the short term financial performance of an enterprise.

13. (amended) The computer readable medium of claim 12 wherein the intangible elements of value are selected from the group consisting of relationships, customers, employees, brands, intellectual property, partners and vendors.

14. (amended) The computer readable medium of claim 12 wherein the elements of value contain items that are optionally clustered into sub-elements of value for more detailed analysis.

15. (amended) The computer readable medium of claim 12 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

16. (amended) The computer readable medium of claim 12 wherein at least a portion of the data is obtained from the Internet.

17. (amended) The computer readable medium of claim 12 wherein short term financial performance includes impact on the group consisting of revenue, expense or change in capital.

18. (amended) The computer readable medium of claim 12 wherein an enterprise is defined by the revenue, expense and capital change associated with a single product, a group of products, a division or an entire company.

19. (amended) The computer readable medium of claim 12 wherein the method for determining the impact of the elements of value on the enterprise is determined in part by the level of interaction between elements of value.

20. (amended) The computer readable medium of claim 12 wherein the identified impact for each element of value is for a specified point in time within a sequential series of points in time.

21. (amended) The computer readable medium of claim 12 wherein the impact of each element of value on the enterprise is determined by its net impact on the components of value and the other elements of value for the enterprise.

22. (amended) The computer readable medium of claim 12 wherein the probabilistic model is a Markov model.

23. (amended) An enterprise modeling system, comprising:
a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

transform data from a variety of systems into a probabilistic model that identifies the impact of intangible elements of value on the short term financial performance of an enterprise.

24. (amended) The modeling system of claim 23 wherein the intangible elements of value are selected from the group consisting of relationships, customers, employees, brands, intellectual property, partners and vendors.

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25. (amended) The enterprise modeling system of claim 23 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

26. (amended) The enterprise modeling system of claim 23 wherein an enterprise is defined by the revenue, expense and capital change associated with a single product, a group of products, a division or an entire company.

27. (amended) An enterprise value system, comprising:
networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

transform data from a variety of systems into a probabilistic model that identifies the impact of elements of value on the short term financial performance and value of an enterprise.

28. (amended) The value system of claim 27 where the elements of value are selected from the group consisting of relationships, customers, employees, brands, intellectual property, partners, production equipment and vendors.

29. (amended) The enterprise value system of claim 27 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

30. (amended) The enterprise value system of claim 27 wherein an enterprise is defined by the revenue, expense and capital change associated with a single product, a group of products, a division or an entire company.